

ORDER



Fox 30 JAX

Orders
Order / Rev: 48905
Alt Order #: 09790073
Product Desc: RESTORE OUR FUTURE
Estimate: 1897
Flight Dates: 08/14/12 - 08/20/12
Original Date / Rev: 08/13/12 / 08/13/12
Order Type: GENERAL

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-2
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	15	\$15,880.00	\$13,498.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$15,880.00	\$13,498.00	0.00
Totals	15	\$15,880.00	\$13,498.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Fox 30 JAX	9%	\$15,880.00
Market	100%	\$176,444.44

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	29%	\$51,168.89
WJXX	8%	\$14,115.56
WTEV	30%	\$52,933.33
WTLV	24%	\$42,346.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAWS	08/14/12	08/20/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-10:30 PM	11----	:30	3	\$560.00	P-2	0.00	NM	3	\$1,680.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	111----					3	\$560.00		0.00			
E 2	WAWS	08/14/12	08/20/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	11----	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/14/12	08/20/12	111----					3	\$300.00		0.00			

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Flight Dates:	08/14/12 - 08/20/12

Advertiser:	Restore Our Future
Product Desc:	RESTORE OUR FUTURE
Estimate:	1897

Fox 30 JAX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WAWS	08/14/12	08/20/12	M-F 1030p-11p M-F 1030p-11p	CM	10:30 PM-11:00 PM	11-----	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
NEWS															
E 3	WAWS	08/16/12	08/16/12	NFL Pre-Season NFL Pre-Season	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	---T---	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
NFL PRESEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---		3				\$2,000.00		0.00			
E 4	WAWS	08/17/12	08/17/12	NFL Pre-Season NFL Pre-Season	CM	8:00 PM-11:00 PM (8:00 PM-11:00 PM)	----F--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
NFL PRESEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--		3				\$2,000.00		0.00			
E 5	WAWS	08/18/12	08/19/12	Sa-Su 10p-1030p Sa-Su 10p-1030p	CM	10:00 PM-10:30 PM	-----11	:30	2	\$560.00	P-2	0.00	NM	2	\$1,120.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----11		2				\$560.00		0.00			
E 6	WAWS	08/19/12	08/19/12	Su 11a-12p FOX News Sunday	CM	11:00 AM-12:00 PM	-----S	:30	1	\$180.00	P-2	0.00	NM	1	\$180.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$180.00		0.00			
													Totals	15	\$15,880.00